CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 19, No. 31 TORONTO, AUGUST 18, 1954 $3.00 Per Annum

MGM WILL COME UP WITH 27 IN '54-5

PRESENT PRODUCTION PLANS APPLY TO 52 FEATURES

MGM will produce a minimum of 27 important motion pictures during the next 12 months, Dore Schary, studio head, announced recently. Eight of the new pictures will start within the next 60 days. With a total of 52 story properties in script form or various stages of writing, MGM is working two years ahead.

Stage plays include the two current top Broadway successes, Tea and Sympathy and The Tea House of the August Moon, while a third, The Tender Trap, is scheduled for fall opening.

Among recently purchased novels are Mary Anne, The Cobweb, The Female, Bhowani Junction, Charlemagne, Black-

(Continued on Page 16)

Some Coolers Get Our Patrons Hot

Carelessness of theatre managers in the use of air conditioning and cooling systems is not only cancelling their sales value but building resistance through exposing patrons to discomfort, it was indicated in The Ottawa Journal by Will McLaughlin,

(Continued on Page 3)

Kitchener Movie History Recalled

First movie in Kitchener, Ontario (named Berlin until during World War I) was shown in the Berlin Opera House, on Queen Street, on Nov. 9, 1896 and was advertised as "The Greatest Wonder of the Age; Lumiere's Great Invention, The Cinemato-

(Continued on Page 7)

Fox' 'A Man Called Peter'

Richard Todd will star in 20th-Fox CinemaScope production, A Man Called Peter.

Knowles, Melick In Film Board Shifts

Manitoba and North-West Ontario supervisor for the National Film Board is now Arthur F. Knowles. Appointed by L. W. Chatwin, distribution director, Knowles, who is 29, joined the NFB as district field representative in the Hamilton area and was assistant regional supervisor of Ontario. A graduate of Western, he was a YMCA program chief before joining the NFB.

J. A. Melick, Saint John, NB, has succeeded W. Elmore Tufts as district representative for the Saint John area, a post he held prior to becoming West-Central Ontario head. Tufts was recently named NFB education officer. Melick was principal of several schools before joining the NFB in 1950.

Jack Scott's Calgary Branch JARO Sales Drive Winner

Calgary, under Jack Scott, was first in the 27-week Branch Managers' Playdate Drive by the J. Arthur Rank Film Distributors (Canada) Limited, with the Winnipeg and Vancouver branches, headed by Phil Geller and Jack Reid respectively, second and third, Frank H. Fisher, Canadian general manager, announces.

Toronto, Montreal and Vancouver ran one-two-three in the 19-week 16 mm. playdate drive, according to Sam Lambert, JARO's small-gauge chief. The drive was carried on separately from the other.

Top Odeon Prize To Nick Langston

Top prize of $300 and an extra week's vacation for Odeon's just-ended 13-week campaign contest, which employed a circus theme and a points system, went to Nicky Langston of the Capitol, Hamilton. Don Gauld, Odeon, Fort William, got $100

(Continued on Page 11)

'Magnificent Devils'

Deborah Kerr has been signed to star in Paramount's The Magnificent Devils, which William Perlberg and George Seaton will produce and direct.

YEARLY GIVING SUGGESTED AS SOUNDER METHOD FOR

Picture Pioneers Benevolent Fund

Observing that the various money-raising schemes in behalf of the Canadian Picture Pioneers Benevolent Fund "take a great deal of time and, cumulatively, seem to cost the people of the industry more than is returned," N. A. Taylor, president, in an appeal letter, revealed that the CPP directors "concluded that a more simple and effective method would be to request the various business firms of our industry to put us on their charity list on an annual basis."

This manner of receiving income, he wrote, would allow the Fund's administrators to have greater scope and put it in a position to become self-sustaining eventually.

With Taylor's letter was a four-page pamphlet, originated by O. R. Hanson, chairman of the Fund, which described its work and urged support. The pamphlet, in naming the trustees, revealed that Morris Stein, vice-president of the Pioneers, had been appointed by the directors to fill the vacancy caused by the recent passing of Ray Lewis. Stein is vice-chairman of the Fund and George Beeston secretary. The other permanent trustee is Clare Appel, while Taylor, as president, has such status automatically.

Quoting Clause 3 of the Pio-

(Continued on Page 16)

Columbia's 'Women's Prison'

Howard Duff joins his wife, Ida Lupino, and Jan Sterling in the starring cast of Columbia's Women's Prison, now before the cameras.

Ten Theatres Opened; 1954 Total Now 46

Nine drive-ins and one standard-type theatre opened in Canada in the two-week period the offices of this publication were closed for the annual vacation. The nine new ozoners brings the total bowing in since the beginning of the year to 28 and the number now in operation in Canada to 210. There are also 24 in various stages of construction and an additional nine projected.

The addition of the new auditorium theatre brings to 18 the number opened since January 1, 1954. Seventeen more are in work and 21 others are being planned. Drive-ins opened were:

(Continued on Page 10)

Fox Casts Guy Madison

Guy Madison will star with Clark Gable and Eleanor Parker in 20th-Fox' The Tall Men.

To Direct 'Riot On Pier Six'

William Castle will direct Columbia's Riot on Pier Six.

'Battle Taxi' Completed

Shooting has been completed on the Ivan Tors-Art Arthur UA production, Battle Taxi.

DRIVE-IN WITHOUT ONTARIO LICENCE ORDERED CLOSED

Scott & Stanton's new drive-in near Leamington, Ontario, was closed by Provincial Police one day after it opened because it lacked a licence. The Theatre Inspection branch reproved exchanges for delivering film to it before the usual clearance and the prints were held. The owners explained that they thought plan approval and a Hospitals Tax okay were enough but a final inspection was required by the Province.

BOOK IT NOW!

REVENGE erupts into a frantic man-hunt...in this starkly dramatic picture of the Pioneering West!

JOHN PAYNE · LIZABETH SCOTT · DAN DURYEA

in

SILVER LODE

print by TECHNICOLOR

with DOLORES MORAN · EMILE MEYER · HARRY CAREY, Jr. · ALAN HALE, Jr.

Directed by ALLAN DWAN · Story and Screenplay by KAREN DeWOLF · Produced by BENEDICT BOGEAUS

Distributed by RKO RADIO PICTURES

Canadian Film Weekly

Vol. 19, No. 31 August 18, 1954

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SOME COOLERS

(Continued from Page 1)

dean of Canada's movie press commentators. McLaughlin covered the subject in his column, Twixt Studio, Screen, under the heading: "It's Warmer Outside." Wrote he:

"Air conditioning and cooling systems have contributed greatly to the comfort of moviegoers during the warm Summer months. Properly installed and operated, these gadgets have increased attendances during seasons that used to be called the 'dog days' by exhibitors who watched patronage fall with each rise in outdoor temperatures. But air conditioners and cooling systems in many Ottawa theatres are in need of adjustments and better supervision by management in these days of quickly changing weather conditions. Numerous complaints have been received by this department, including a letter to the editors which appeared in The Journal earlier this week protesting against Summer 'freezing' in the theatre. And we know from personal experience that these complaints are quite justified. The day was cold and wet when we attended one of our most 'modern' movie palaces to review the opening show. A sign in front of the theatre said it was '20 degrees cooler inside.' It was—sending us out again with a chill which took several weeks to shake off. Any theatre manager with a thought for the comfort of his patrons would have shut off his cooling system and turned up the oil-burner on that particularly miserable day."

Aldo Ray To Star In 'My Sister Eileen'

Aldo Ray, absent from Columbia for the past several months due to loanouts for two pictures, will return to his home studio to play one of the comedy leads in the musical version of My Sister Eileen, in which Janet Leigh will play the title role. Aldo will be seen as "The Wreck," punchy ex-football player.

Blake Edwards and Richard Quine, who will direct, are now doing a final polishing job on the screenplay. Fred Kohlmar is producing.

News Notes

GOLDSTEIN UA PROGRAM TO GO ON

Producer of over 100 pictures in the last six years, Leonard Goldstein died of a cerebral hemorrhage in the Cedars of Lebanon hospital, Los Angeles recently. He was stricken while in conference with Spyros Skouras and Darryl Zanuck, for whose company, 20th Century-Fox, he had made a series of films.

His company, Panoramic Productions, had recently concluded an agreement with United Artists for the release of ten features, two of which, Black Tuesday and Stranger on Horseback, were completed last week. Robert Goldstein, brother of the deceased, and Robert L. Jacks, vice-president, will carry out the program.

The late producer made The Egg and I, and the Francis and Maw and Paw Kettle series, as part of the 57 features under his jurisdiction while at Universal-International.

BARRON LEADS PARA ANNI DRIVE

Gordon Lightstone, general manager for Paramount in Canada, recently announced the appointment of Winston Barron as Dominion captain of Paramount's 40th Anniversary Sales Drive, which will begin on August 29 and extend for 14 weeks through December 4. The drive slogan is "Paramount's 40th Anniversary—A Salute to the Future."

Barron, who is in charge of public relations and advertising for Paramount in Canada, also is editor and commentator for Canadian Paramount newsreel.

Preparations under way for the drive envisage one of the biggest events of its kind in the company's 40-year history. "A. W. Schwalberg Anniversary Week," August 29-September 4, in tribute to the president of Paramount Film Distributing Corporation, and "Paramount Week," September 5-11, will highlight the 40th Anniversary Sales Drive.

EMPIRE GAMES SHORT VIA NFB

Andy O'Brien, Weekend mag's sports editor, is writing the commentary for the National Film Board's one-reel black-and-white report on the British Empire Games in Vancouver, which will be ready August 18. Climax was the Bannister-Landy mile race.

Osmond Borradaile, Don Wilder, Jack Long and Felix Lazarus, four of Canada's top cameramen, are shooting under the direction of Jack Olsen and his assistant, Bill Stephenson.

Nick Balla, executive producer of the National Film Board, is editing the footage in Ottawa.

CINEMASCOPE DEMONSTRATION

Industry and press acclaim was voiced for 20th Century-Fox' The Advancing Technique of CinemaScope which was demonstrated at the Palace Theatre, Montreal, recently.

In attendance for the special showing, hosted by Arthur Silversone, assistant general sales manager of 20th Century-Fox, and Peter Myers, Canadian division head, were representatives from virtually every Canadian circuit, Independent theatre group, Independent exhibitors, radio and TV columnists and members of the press.

Ernest Ouimet, who opened the first successful movie house in Montreal on January 1, 1906, called the demonstration "the most wonderful thing I have seen in my life." Others who praised it were Willie Elman, B. C. Salamis, Bob Berzan, George Ganetakos, A. Capandrites, M. Duhamel, G. H. Theroux, George Champagne, Doris Robert, Mrs. R. Lalonde, Bill Robinson, Harold Walker, G. T. Robert, Armand Allard, Lucette Robert of Le Petit Journal, and Rene Benoit of the Photo-Journal.

'SEVEN BRIDES' PREEMS IN LONDON

Canadian premiere of MGM's Seven Brides for Seven Brothers, held in London, Ontario under the sponsorship of the local Kinsmen's Club, was a big-scale effort marked by a parade featuring the seven bachelor brothers named House, whom the London Free Press discovered on a nearby farm. MGM brought the brothers to the USA, where the newspapers made much of them.

Thousands of Londoners lined the streets for the parade, which began at 1.30 p.m. and ended at the theatre. In the parade was Ruta Lee, a former Montrealer, who plays one of the brides in the film. The Kinsmen held a dinner in the evening.

Canadian and American MGM executives took in the doings, among them Ernie Emmerling.

OUR BUSINESS by N. A. Taylor

A NEW show season is just around the corner for our business—and an interesting one it promises to be. Traditionally, at this time of the year we are bombarded with announcements from various distributors outlining plans for super-colossal productions. These make one feel that there are big profits ahead and re-inspire the enthusiasm which is so vital to the conduct of our business.

Actually, there doesn't seem to be the same degree of drum-beating at this time as in former years. Yet the portents are more promising than ever before. For years everyone in our business has been talking about the payoff of big pictures at the boxoffice. Now every company seems to realize that it must deliver its good share of topnotch entertainment in order to compete for the time and money of the movie-going public. Accordingly, the producers are trying very hard to put more boxoffice value into pictures and to endow them with more production values and more real entertainment. There just doesn't seem to be any limit to the grosses which can be piled up by pictures which really strike the public's fancy. The upbeat thinking in our business is becoming infectious and there is great cause for rejoicing.

But—

The producers and distributors seem determined to get the last possible dollar of film rental for such pictures as meet with public approval. In doing so they are hardly allowing the exhibitor any cushion for bad days, which are inevitable, or for pictures which may be flops. One of the reasons that this business has grown and prospered is because so many wise showmen ploughed their profits back into expansion with bigger and more luxurious theatres, thereby increasing the potential drawing power and earnings of good pictures. True, this trend has temporarily been halted because of current conditions. But it will be re-activated in due course. Indeed, this must happen if our business is to continue to grow and prosper. Good pictures will earn more money in better theatres than they will in antiquated ones and leaving the exhibitor with too little margin scarcely gives him any incentive to rebuild or rehabilitate and contributes nothing to the future of our business.

A few weeks ago I sat with another theatre executive at the screening of a new picture which will undoubtedly be one of the top grossers of the year. We both

(Continued on Page 7)

"Ranks with all-time great productions! Its benefits will be felt by the entire motion picture industry—including every exhibitor. This is one of those films the screen cannot live without—a picture that will appeal to everyone!"
HOLLYWOOD REPORTER

WILLIAM A. WELLMAN'S

THE HIGH

"This is one of the best! An undoubted winner and a well nigh perfect accomplishment!"
FILM DAILY

"An event in the history of the screen that the public will long remember as superb entertainment, and the industry as a boxoffice great!"
M. P. HERALD

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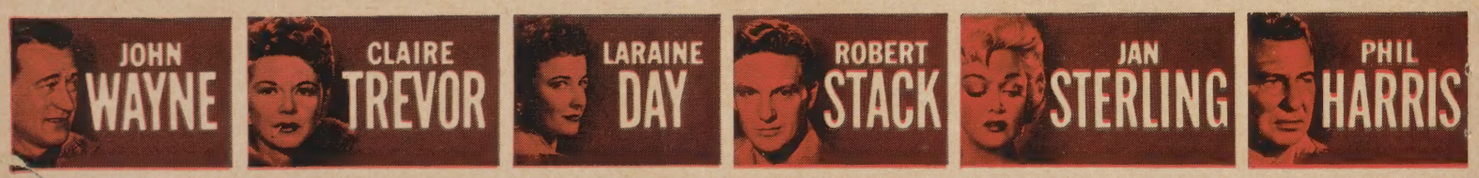
CINEMASCOPE WARNERCOLO



Everybody's recording the terrific title song by Dimitri Tiomkin!
MGM RECORDS: Leroy Holmes & Orchestra • A Whistling Chorus by Fred Lowery
CORAL RECORDS: Johnny Desmond • Georgie Auld & Orch. • Dimitri Tiomkin
CAPITOL RECORDS: Les Baxter & Orchestra. *And more coming!*

WITH
PAUL KELLY · SIDNEY BLACKMER ·
SCREEN PLAY BY ER

Directed by

Music Composed and Conducted by Dimitri

"Will place high on the want-to-see list of every patron! A cinch to be among the top boxoffice entries of the year!"

M. P. DAILY

"A socko entertainment! Hearty grosses should be the rule!"

VARIETY

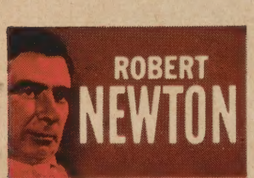
AND THE

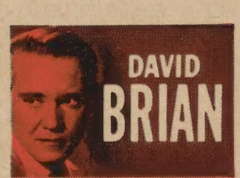
"Let the customers name whatever emotions they most relish in their screen fare, and this masterfully made production supplies it! Should be among the year's most profitable attractions!"

BOXOFFICE

HTY

...OR AND STEREOPHONIC SOUND





AND INTRODUCING
DOE AVEDON · KAREN SHARPE · JOHN SMITH

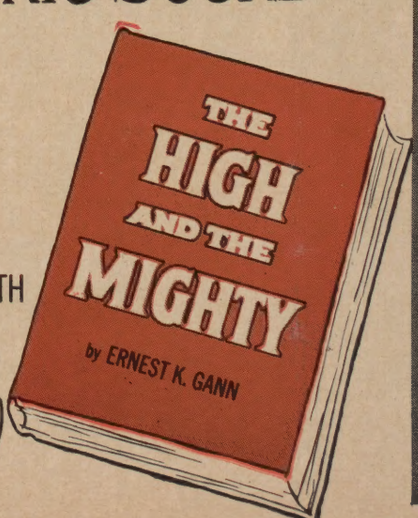
NEST K. GANN

A WAYNE-FELLOWS PRODUCTION

WILLIAM A. WELLMAN

Tiomkin

DISTRIBUTED BY WARNER BROS.



MIGHTY IT IS!

BREAKING
BOXOFFICE
RECORDS
EVERYWHERE

OF COURSE IT'S FROM

WARNER BROS!

THERE'S A SECOND BOX OFFICE INSIDE YOUR THEATER...

The theater owner with money on his mind has long since learned to look to the lobby for extra profits. That's where his patrons come to get refreshment with their entertainment. Because of this pleasant custom, you make more money when you feature ice-cold Coca-Cola, favorite of Canada for almost three generations. There's a variety of vending equipment available. For the money-making details, write Coca-Cola Ltd., 90 Broadview Avenue, Toronto 8, Ontario.

SELL Coca-Cola TRADE MARK REG for extra profit

COCA-COLA LTD

KITCHENER STORY

(Continued from Page 1)

graph — Marvellous Motion Pictures," writes Paul Kastner in a special edition of the Kitchener-Waterloo Record, an outstanding example of newspaper presentation, which was prepared to mark "Kitchener's First Hundred Years."

Other movies in the first dozen years of the film industry which Berliners saw at the Opera House were: Views of the Queen's Diamond Jubilee Parade, (Oct. 1 and 2, 1897), the Fitzsimmons - Jeffries Fight (Sept. 11, 1899), the Oberammergau Passion Play (Sept. 12, 1899), the Coronation of King Edward VII (Oct. 15, 1902), the San Francisco Earthquake and Fire—6,000 feet of film (June 5, 1906).

The Opera House, erected by Abel Walper in 1896 and leased to George O. (Pop) Philip, a professional actor, had 600 seats. Philip ended his connection with it in 1908 and it had been the Star movie theatre before it was torn down in 1924. The Opera House had presented the greatest names in Show Business, among them Madame Albani, Eva Tanguay, Pauline Johnson.

Kastner's Kitchener movie history is as follows:

"The first real movie house was the Theatorium, situated where Jaimet's bookstore is now. It opened on New Year's Day, 1907 and charged five cents admission. It lasted until 1913.

"Other movie houses were the Roma Theatre at King and College streets, opened in 1914 by Leo Longo and closed in 1925; the Imperial, a movie and vaudeville house; the Allen and the Grand.

"The Star also opened at the time of the Theatorium. Mr. Philip reappeared on the scene, this time as manager of both theatres until he took the Star back to the opera house.

"Jule Allen, who built the first Star and later the Imperial and Allen theatres, is now president of Premier Operating Corporation, which owns both the present-day Lyric and Capitol theatres.

"The Capitol, opened April 2, 1921, seats 1,000. The Lyric, opened in the same year, seats 1,400. Both theatres replaced all other movie houses.

"Other theatres are the Century, originally the 1928 College, seating 700, and the Fox, opened Oct. 9, 1941, seating 700. It is independently owned by Bruce McLeod. The Biltmore, seating 900, was opened in November, 1949.

"Vaudeville enjoyed a brief run in Kitchener. As early as 1908, vaudeville was presented in local theatres and at one time, four theatres had stage shows in addition to the movies."

WHERE, O WHERE ARE THE FACES OF YESTERYEAR? WHOSE ARE THESE?

This photograph, taken in 1909 outside the Allen Theatre, Kitchener, Ontario, was reproduced in the centennial edition of the Kitchener-Waterloo Record. They are obviously people who had some connection with the theatre. None are familiar any longer to Jule Allen, who with his late brother, Jay, founded the theatre. Does anyone remember any of these people? Or perhaps some will identify themselves. Kitchener's first movie, The Theatorium, opened on January 1, 1907.

UNESCO TREATY FREES FILMS

A Unesco-sponsored international agreement to overcome tariff and trade restrictions on the movement of educational films, filmstrips, sound recordings and other visual and auditory materials has received the tenth ratification necessary for its entry into force. It went into effect on August 12.

The agreement is the successor to a treaty adopted in 1933 by the League of Nations and known as the "Convention for Facilitating the International Circulation of Films of an Educational Character."

When Unesco was founded in 1945, it was enjoined in its constitution to "recommend such international agreements as may be necessary to promote the free flow of ideas by word and image."

FPCC PQ TV STATION OPEN

CFCM-TV, Quebec City, operated by Television de Quebec (Canada) Ltee., began telecasting recently. Claude Garneau, after 13 years with the CBC, returned to his native city as program director, and E. W. (Ernie) Miller, also Quebec-born, is technical supervisor. A. C. Picard, a director of the company, introduced J. J. Fitzgibbons, president of Famous Players, on one of the films that were part of the opening ceremonies. Famous Players is a partner in the enterprise. Henri Lepage is general manager of the station.

Other films brought messages from Solicitor-General Antoine Duplessis, Archbishop Maurice Roy, Chief Justice Antonin Galipeault, Mayor Emil Boiteau of Ste. Foy and A. D. Dunton, head of the CBC.

An official opening celebration will be held in September, when the guests will make live broadcasts and a reception will be held.

MONTREAL BENEFIT SHOW

Although Montreal has no Variety Club, the recent benefit for four-year-old Andre Schrijvershof, a Dutch immigrant who lost both legs in an accident, had a Variety flavor. With two former Toronto Variety executive officers, Jack Chisholm and Raymond Allen, serving on the committee, the benefit took place at the Amherst Theatre, which is owned by the latter, before a large audience.

The newspaper ads, publicity and the souvenir program referred to it as "The Heart Club Variety Show" and it was considered a preliminary step to the organization of a tent in Montreal. Many Montreal amusement enterprises were represented in the program.

The show began with "The Barker," by Martin and Alum, and Emile Genest, star of La Famille Plouffe, was the emcee. Among those who appeared were Bud Hall, The Teen Toppers, Gerry Merling, Tom Blythe and his company, Harry Fraser and Barber Shoppers, Ciro Rimac, Jimmy Ramsey, Ina Vorwoerd, Hans Ninaber, The Harptones, Don Keller, The Balinese Dancers and The Georgians. Musical direction was by Allan McIver.

MGM Signs Quimby To New Contract

Fred C. Quimby, head of MGM short subject production and cartoon producer, was recently signed to a new long-term contract on the occasion of his 30th year with the company.

The signing of the new contract also marks the 15th anniversary of Quimby's famous cartoon characters, Tom and Jerry, who have been awarded seven of the eight cartoon Oscars won by MGM in the last 14 years.

Simultaneous with the signing of Quimby's new pact, the studio announced the immediate organization of two new, live-action short subject units, one of which will be for the production of dramatic subjects, while the other will feature situation comedies. The addition of two cartoon units was announced previously.

Copa's First For Columbia

Copa Productions' first film for Columbia will be The Stalk, in Technicolor, starring Tyrone Power and his wife, Linda Christian.

OUR BUSINESS

(Continued from Page 3)

enjoyed it very much and thought it had excellent boxoffice possibilities. We were also aware of the terms currently being asked for the exhibition of this picture. When the screening was over I turned to him and said facetiously: "This is a fine picture and should do a great deal of business. It is too bad that we exhibitors won't be able to make any money on it."

I was joking at the time — but if the distributor wasn't I had nothing to laugh about.

TIME.....LOO

Cover and six pages

Three page spread

THE CAIN

Starring **HUMPHREY BOGART · JOSE FERRER**

and Introducing **ROBERT FRANCIS · MAY WYNN**

Color by **TECHNICOLOR**

K.....LIFE.....

LIFE
e Mutiny
The fateful second: Maryk wrests Queeg's hand from the controls and takes command of the Caine
R THE 'CAINE'
ptain in exciting movie version of Wouk novel
A terrifying

Four page spread

E' MUTINY

VAN JOHNSON · FRED MacMURRAY

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

TEN NEW THEATRES

(Continued from Page 1)

Edmonton, Alberta: Golden West Drive-in Co. Limited's 500-car Golden West. Peter Ewanko is listed as manager of the company.

Cardston, Alberta: Mayfair Theatres Limited's 200-car Park. G. Brewerton is president.

Hanna, Alberta: I. F. Shacker's 250-car Capitol.

Cold Lake, Alberta: Mr. & Mrs. Cecil Wolver's 300-car Cold Lake Drive-in.

Lloydminster, Sask.: Edward O'Neill's O'Neill Drive-in. No further details are available.

Biggar, Sask.: James Adrain & Walter Nelson's 200-car Sunset.

Cambridge, NS: R. F. Hazel & P. R. Barkhouse's 400-car Valley.

Chester, NS: Chester Drive-in Theatres' 142-car Chester.

Bushville, NB: Family Amusement Co. Limited's 300-car Family. B. Girouard and A. J. Breau are listed as owners of the company.

R. St. Pierre's Capitol Theatre in Senneterre, Quebec, is the new standard-type theatre.

The off-again-on-again controversy between Rodney Wiggins and the Lancaster, NB City Council over his application for a permit for a drive-in has been stalled again while the Council probes charges that the plans submitted were "tampered" with after they were sent to the City Engineer for approval. Originally the permit was approved, then approval was withdrawn when nearby residents protested. At a later stage it was okayed for a second time and that was withdrawn when the plans showed that the screen would be several inches higher than the maximum permitted in the area. The application has been pending since Spring.

Donna Reed In 'Blue Horizons'

Donna Reed is starring in Paramount's Blue Horizons.

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Short Throws

BC EXHIBITORS, irked by Sunday evening drive-in movies under service club sponsorship, may open standard theatres and challenge the law. "They do a great business Sundays and we don't do any on Mondays as a result," said Howard Fletcher. "The government, by collecting the tax, is making itself a party to the Sunday shows." A ten-cent-per-head amusement tax is imposed, although admission is by silver collection. But, said Fletcher, they "practically demand the full admission price."

JOSEPH CURTIS, 37, son of Jack Cohn of Columbia Pictures, died of a heart attack in New York recently. Well known and popular in Canada, he was vice-president of Donahue & Coe, an advertising agency.

ECONOMICAL method of making animated cartoons, in which rubber stamp impressions replace hand drawings, was patented in the USA recently by Julien Hebert of Montreal. Hebert says his method, which needs little skill, will have special appeal for small studios and agencies which need cheaper art work.

WILLARD SAGE, actor from London, Ontario, appears in Warner Bros.' Dragnet, which stars Jack Webb. Also from London and district are Guy Lombardo, Alexander Knox, Gene Lockhart and Hume Cronyn—and Jack L. Warner was born there.

MACLEAN'S current issue offers "I've Survived 10,000 Movies," by Clyde Gilmour, its critic, and in it he gives as the best ten features he has seen: The Bicycle Thief, Brief Encounter, City Lights, The Fallen Idol, From Here to Eternity, Great Expectations, Henry V, High Noon, The Lavender Hill Mob and The Maltese Falcon. He also picked the ten worst.

BLACKLISTED employees of motion picture studios, 23 in number, lost their $51,000,000 damage suit in the Supreme Court of California when in Los Angeles Judge Ellsworth Meyer ruled against them. The plaintiffs, actors and writers, brought suit against a number of major studios and two members of the House Committee on Un-American Affairs because the former had refused to employ them after their refusal to testify before the latter. Among the plaintiffs were Howard da Silva, Gale Sondergaard, Paul Jarrico and Ann Revere.

BELL & HOWELL of Canada, recently organized, is now assembling and delivering 16 mm. sound projectors to the Canadian market. The models are the 285 Specialist, either with single case or separate 12-inch speaker. Sapphire jewels, which have a life four times that of metal parts, are used. J. W. J. Underell is the sales manager.

BOB LEE has left Radio Station CHUM after three years to form, with several others, a TV, industrial and educational film service known as Comprehensive Film Services.

CHARLES GOLDSMITH, since 1952 assistant managing director in Great Britian of MGM Pictures Limited and New Empire Limited, has succeeded Samuel Eckman, Jr. as managing director. The latter remains as chairman of both companies and retains his position as director of Loew's International Corp. and MGM British Studios Limited.

CHARLES CHAPLIN, general manager of United Artists in Canada, got a framed scroll signed by Bill Heineman, v-p in charge of distribution, and Bernie Kranze, general sales manager, to certify that his district was second in the recently-concluded sales drive in honor of Arthur B. Krim, president. The drive was for the USA and Canada.

COMMERCIAL TV network in Britain will be headed by Sir Kenneth Clark as chairman of Independent Television Authority, which has eight more members. Advertising will start in about a year.

NABET (National Association of Broadcast Employees and Technicians), a CIO affiliate, and the Association of Radio and Television Employees of Canada, an Independent union usually referred to as ARTEC, have signed a mutual assistance pact.

HOBSON'S CHOICE, IFD feature, went 24 weeks and several days, a house record, in the International Cinema, Toronto, which closed after the engagement for three weeks to allow refurbishing.

NOONTIME recreation for employees of the Globe American Corporation of Kokomo, Indiana is a 12.25 to 12.55 movie show called Lunch Time Theatre. For factory and office workers, the show is provided free in the company's engineering centre library. Notices of the movies, which draw capacity crowds, are posted throughout the plant.

JOHN J. PICKERSGILL

As the new Minister of Immigration and Citizenship, he assumed Parliamentary responsibility for the National Film Board. Appointed recently to succeed the Hon. W. L. Harris, now Minister of Finance, Pickersgill was Clerk of the Privy Council little more than a year ago when moved to the cabinet as Secretary of State. Last August he was elected member for Bonavista-Twilingate, in his native province, Newfoundland. He is 49 years old.

CANADIAN Council of Authors and Artists will undertake to organize the Canadian legitimate theatres as part of the Actors Equity Association "in the best interests of the theatre and the memberships they represent." An Equity branch will share the offices in Toronto of the Council affiliate, the Association of Canadian Radio and Television Artists.

BIBLIOGRAPHY of Filmology as Related to the Social Sciences, by Jan C. Bouman, has just been issued by Unesco. Bouman is with the Institute of Psychology of the University of Stockholm.

THEATRE TV in the USA will get the opening night of the New York Philharmonic through Dor Television Inc. It is estimated that 75,000 persons will pay $2 each in 31 cities to hear and see the orchestra. Paramount, Loew's and Stanley Warner are among the circuits co-operating.

ASSUMING the price is the same, five out of six persons are willing to pay it to see top movies at home, Carl Leserman of Telemeter told Hy Gardner, NY Herald Tribune columnist. This figure was determined by a survey in Palm Springs, California and will be released publicly soon.

Dunlap's Next At AA

Dreamland will be Scott R. Dunlap's next Allied Artists' production.

LANGSTON WINS

(Continued from Page 1)

and matched luggage for being second, while Roy McLeod, Hastings, Vancouver, and Ralph Connor, Odeon, Trail, BC, took home $50 each — and like all prizewinners, additional prizes for their ladies.

Ron McGill and Al McKinnon of Langston's house, along with D. Lucky of Gauld's staff and Margaret Brewer of the Hastings, won the assistant managers' section.

Art Bahen of Quebec just beat out Steve McManus of Ontario B for the $200 prize among supervisors. Regional prizes were also $200 each and these went to Vic Nowe, Odeon-Toronto, for Ontario A; Ralph Bartlett, Odeon Sarnia, Ontario B; Ed Burrows, Odeon Brantford, Ontario C; Charles Mason, Roxy, Brampton, Ontario D; Ray Resky, Broadway, Saskatoon, Mid-Western; Jacques Martin, Mercier, Montreal, Quebec; Frank Marshall, Lux, Vancouver, BC Big Top; Constance Smithe, Odeon, Duncan, BC Little Big Top; and C. K. McLean, Highland Drive-in, New Glasgow, NS, Maritimes.

Regional prizes for assistants went to John Locke and Walter Godfrey, Odeon-Toronto; L. Dunbar, Odeon, Sarnia; J. Warner, Odeon, Brantford; and G. Drougin, Mercier, Montreal.

Best improved manager over last year was Ken Davies, Odeon, Guelph, which won him $100, while Sam Binder, Rialto, Edmonton, got $50 for second place. New-manager prize of $75 was taken by John McKim, Odeon, Ladysmith, BC.

There were 99 theatres in the contest and a total of $3,330 was available in cash prizes, supplemented by $2,500 in sponsored merchandise awards for managers, wives and families. The wives-and-family prizes were all of a high order. Mrs. Nicky Langston was given a Bulova wrist watch and a silver insulated teapot. Among the other prizes to the ladies were Irish Linen pillowcases, pop-up toaster and crystal marmalade pot, 60-piece dinner sets, and a chest of silver and family picnic cooler.

Diana Lynn Added To 'The Gabriel Horn'

Diana Lynn has been signed by Hecht-Lancaster productions for one of the two leading feminine roles opposite Burt Lancaster in The Gabriel Horn, it was announced recently by Harold Hecht, who is producing the CinemaScope color spectacle for United Artists release.

In the epic film drama of the American frontier, Miss Lynn joins Diane Foster, John McIntire, Una Merkel, John Carradine and screen newcomer Walter Matthau.

BACK FROM MAINE and Mass., where I spent most of my vacation with that good companion and urbane guide, Tom Daley, so let's riffle through the piffle and see what's up, Doc . . . *That oneman* cartel of film criticism, Clyde Gilmour, who makes with the good-and-badinage for two top national outlets, *Maclean's* and the CBC radio network, to say nothing of an NFB-boosting stint over CBC TV, reviews himself in the magazine's current edition . . . *Paramount* wants to mug Shirley Harmer, the Oshawa Oriole told Gerry Clark in NY. She made the Big Town as one of the Garroway seeds . . . *Have you* been catching the Terry Ramsaye opinions about the possibilities of a Canadian theatrical film industry in *Motion Picture Herald?* He ticks off Powell & Pressburger, Nat Taylor and Ken Johnson, all of whom have been writing on the subject. By the way, when will the USA Pioneers or the Academy honor him for his contribution to the development of the American motion picture industry, part of which is his now-classic history, *A Million and One Nights*? Did you know that Ramsaye helped establish ASN in 1920? . . . *Gad, it seems* years since I've seen Victor Mature with his pants on.

DID YOU KNOW THAT in Ontario lobby exhibits of sculpture, ceramics, woodcarving and painting are subject to the authority and opinions of film censors? One manager learned this the hard way. In the current *Liberty* there is an article called *The Cranks Who Boss Canada* by Jarvis Warwick. Says he: "In the realm of movie censorship, Canadians are at the mercy of eight provincial censorship boards (Newfoundland and P.E.I. get movies already censored by New Brunswick and Nova Scotia) which are made up of career civil servants and political appointees. These boards are subjected to pressure by all kinds of daffy pressure groups, which object to movies on the grounds of salacity, race, religion and politics". . . *Anyone* run into Josh Pechet? I'd like to hear from him . . . *Back in* 1904, a Syrian wafflemaker, E. A. Hamwi, made the first cone for ice cream and now 4,000,000 are used annually. The late N. L. Nathanson, one of the founders of Famous Players and Odeon in this country, always claimed that he introduced the ice cream cone on this side of the line while a concession operator in Toronto and Montreal . . . *Sudden thought*: Is money won in court subject to income tax? . . . *What's with* Alexander Knox, the fine actor from Ontario? I don't hear much about him . . . *Ever watch* the fascinating method of getting old buildings out of the way? They don't wreck them. Just unbuild them brick by brick . . . *I wish I had* a dollar for every joke about Liberace hitting to the wrong field. One thing about him—he's dentally sound . . . *Know why* drive-ins make money? They have no overhead. (Laugh it up, staff—these are the jokes.)

BILL AND ZETELLA Summerville surprised their son Paul after catching the first performance of his Johnny Paul Trio at the Chiswick Empire Theatre, London, England. Paul, a third generation showman who plays piano and does comedy, got tired of Canadian radio and headed for the Old Country. The trio records for the Phillips label. Billy, Chief Barker of the Variety Club of Toronto, was looking forward to visiting with the brethren in London but there is no clubroom and no meeting until September 6 . . . *Newsweek* quote: "The average weekly may yield its proprietor a fairish living, but he is usually quite aware that if he put the same amount of time, energy, talent and capital into almost any other field, the fiscal rewards would be greater." True, so very true — I like to think. Life would be a pleasure except for the small group of fellow-irkers who are underbrained, overpaid and bigheaded . . . *Suffering* from occasional telephone hangups and bangups? There's an epidemic of them. It seems that older DP ladies who don't speak English hang-up in your ear when, on hearing an unfamiliar voice, they realize they have the wrong number. Many of them, from European villages, never used a phone until they got here. They learn how to dial but they don't know what to say in English if they get a wrong number so they just hang up . . . *Interviewer*: "Is it true you were born on the stage?" Actress: "Goodness, no! What would I have done for an encore?" . . . *Albany* garage sign: "We take the 'dent' out of accident."

News Clips

Marciano-Charles return bout will be the eleventh on USA theatre screens via TV . . . Sterling Hayden will star opposite Vera Ralston in Timberjack, to be made by Republic on Vancouver Island . . . Rise of the Columbia River forced the closing of the Elk Drive-in at Castlegar, BC for a couple of days . . . L. W. Brockington, QC, CMG, president of JARO of Canada, will be guest speaker at the fiftieth anniversary celebration of the Thunder Bay Medical Society on November 3-4 . . . A $695 color TV set will be offered soon by Emerson in the USA.

Manitoba theatre operators will pay twice as much and more to the Provincial government through the business tax which replaces the licence fee based on the seating capacity of each theatre. The tax, which also applies to billiard parlors and bowling alleys, was opposed by the Manitoba Motion Picture Exhibitors Association on the grounds that TV was about to slice movie income. But theatre operators said they would not raise prices to make up the loss . . . Alberta Cree Indian Jonas Applegarth, who was in U-I's Saskatchewan, will be seen in Battle Cry.

Chuckwagon full of cowboys recently visited a Calgary drive-in. Horses were unharnessed and speaker was attached to the wagon . . . Vincent H. Jefferds is now manager of the Disney Character Merchandising Division . . . Westbrook Pegler used a column to attack Mary Pickford for her defence of Charles Chaplin, during which she had criticized the writer . . . RKO's petition to restrain Ohio from collecting censorship fees was dismissed . . . Norway theatre organization cancelled its agreement with the MPAA over it 45 per cent price for "super films," the usual rental being 40 per cent.

Bert Lytell, who was educated at Upper Canada College, Toronto, will make a one-month tour as a lecturer for 20th-Fox' great spectacle, The Egyptian . . . Harry Wilson of the Capitol, Chatham organized co-op newspaper pages on both Kiss Me Kate and Rose Marie, as well as switching jobs for a day with a local newsboy — under the eye of a reporter . . . Kodak now takes safety film scrap only. Can't use nitrate. Try Discarded Film Products, 117 St. Patrick St., Toronto for scrap nitrate . . . MGM will make Highland Fling, starring Spencer Tracy, from the novel, Digby, by David Walker, who won the Governor General's Medal two years ago.

BOXOFFI
FRO

They're playing—they're great—and they're yours to date right now. They're blasting the big money from today's big-picture market. They're proving that now you get **"Big Pictures Only—From Paramount"!**

A summer stand-out everywhere! Hundreds of engagements matching the figures of Paramount's all-time top grossers.

DANNY KAYE

in

KNOCK ON WOOD

Co-starring

MAI ZETTERLING

Color by TECHNICOLOR

Choreography by Michael Kidd

Words and Music by SYLVIA FINE

Written, Produced and Directed by

NORMAN PANAMA and MELVIN FRANK

CE DYNAMITE
M PARAMOUNT!

First openings, New York and Los Angeles, have set the profit pace for scores of key dates during July and August.

SHIRLEY BOOTH
ROBERT RYAN
IN
HAL WALLIS'
PRODUCTION
ABOUT MRS. LESLIE
Co-starring
MARJIE MILLAR · ALEX NICOL
Directed by DANIEL MANN
Screenplay by KETTI FRINGS and HAL KANTER
From the novel by Vina Delmar

Canadian Exhibitors Are
LIVING IT UP
In a Big Way With

DEAN MARTIN & JERRY LEWIS
in
LIVING IT UP
Co-starring
JANET LEIGH · EDWARD ARNOLD
with
FRED CLARK · SHEREE NORTH
Color by TECHNICOLOR
Produced by PAUL JONES · Directed by NORMAN TAUROG
Screenplay by JACK ROSE and MELVILLE SHAVELSON
From the Musical Comedy HAZEL FLAGG · Book by Ben Hecht · Music by Jule Styne
Lyrics by Bob Hilliard · Based on a Story by James Street

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

SUSAN SLEPT HERE

(From The Film Daily, NY)

Starring Dick Powell and Debbie Reynolds and Co-starring Anne Francis

RKO Radio 98 Mins.

GAY SUPER-SOPHISTICATED ESCAPIST ENTERTAINMENT. CLASS FEATURE MARKED BY OUTSTANDING SITUATIONS OF CHARM AND HUMOR AND FILLED WITH SPICY DIALOGUE. TASHLIN'S DIRECTION IS BRILLIANT.

Susan Slept Here, RKO's newest comedy feature, is that type of gay escapist entertainment which the youngsters will call "cute" and the more adult audiences will label super-sophisticated.

It is a class feature, marked by outstanding situations of charm and humor and filled with spicy dialogue. Top honors must be given to Harriet Parsons as producer and to Frank Tashlin for his expert direction.

Susan Slept Here is an ultra modern story of love between a teenager, brilliantly played by Debbie Reynolds, and a man-of-the-world, characterized with finesse by Dick Powell. Debbie, a juvenile delinquent, becomes the inspiration for a script by Powell.

The confirmed bachelor "falls in love with his inspiration" but doesn't realize it until after he has married her among the gay lights of Las Vegas. He writes a script about her and has his attorney prepare to annul the marriage. Dick's former sweetheart, played to perfection by Anne Francis, tries to win him back, but to no avail. Debbie "grows up" and the inevitable happy ending results.

One howling surprise moment is the one-shot appearance of none other than Red Skelton as the recalled boy friend of Glenda Farrell from North Dakota.

The title, Susan Slept Here, and the picture itself should be top boxoffice.

CAST: Dick Powell, Debbie Reynolds, Anne Francis, Glenda Farrell, Alvy Moore, Horace McMahon, Herb Vigran.

CREDITS: Producer, Harriet Parsons; Director, Frank Tashlin; Screenplay, Alex Gottlieb; Based on a play by Steve Fisher and Gottlieb; Photography, Nicholas Musuraca, ASC.

DIRECTION: Brilliant.

PHOTOGRAPHY: Splendid.

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First Class Non-Union

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$100.00 Weekly.

Take full charge of booth. Continuous operation. Can provide accommodation at very reasonable rental. Location in Eastern Ontario. All applications treated confidentially.

Apply BOX 16
CANADIAN FILM WEEKLY
175 Bloor St. E., Toronto, Ont.

THE 'MAGGIE'

(From To-Day's Cinema, London)

with Paul Douglas, Alex Mackenzie, Hubert Gregg, Tommy Kearins
Directed by Alexander Mackendrick

J. Arthur Rank 89 Mins.

Comedy. Fresh and amusing story of how skipper and crew of ramshackle Glasgow boat trick American business man into letting them transport his valuable cargo. A characteristic example of lively, down-to-earth Ealing comedy, production makes delightful comic play of American sophistication being hoodwinked by wily Scots realism, opening with ruse whereby skipper gets contract to ship the cargo and maintaining the fun with American's vain attempts to stop the voyage, virtually becoming a prisoner on board himself, and finally sacrificing cargo so that boat will be saved. Intelligent direction; excellent performances; first-rate technical work. Human and thoroughly enjoyable entertainment for all tastes.

Production: This is an extremely enjoyable example of the sort of fresh, down-to-earth comedy we expect from Ealing Studios and from director Alexander Mackendrick in particular.

Treatment: This, like so much of the excellent entertainment that has come from Ealing, is a comedy of character, its chief effects deriving from the sharp contrasts between the ruthless, super-efficient American and the wily, quietly practical Scots folk who so completely get the better of him. What is more, these characters ring perfectly true in every detail.

Acting: Paul Douglas, extremely well cast as the restless and essentially good-hearted American, gives a highly accomplished and sympathetic performance. Alex Mackenzie contributes a striking portrait as the quietly scheming old skipper. Hubert Gregg dithers engagingly as the American's fussy assistant. Tommy Kearins makes a delightfully natural small boy. The supporting cast, largely composed of Scottish players, provides a number of telling little cameos.

Boxoffice Appeal: A fresh, human and genuinely amusing story.

For Sale

450-seat theatre, well-located in town of 3,000. Modern projector and screen. In good repair. Price $35,000. Terms can be arranged.

Contact HARLAND RANKIN,
c/o O'Brien Realty,
128 Queen St., Chatham, Ont.

SECRET OF THE INCAS

(From The Film Daily, NY)

with Charlton Heston, Robert Young, Nicole Maurey, Yma Sumac, Thomas Mitchell

Paramount (Technicolor) 101 Mins.

FAIRLY INTERESTING TREASURE HUNT IN THE PERUVIAN HIGHLANDS. DEVELOPS THE CHASE THEME. BACKGROUNDS AND LOCALE LEND AN ASSIST.

Delivering an interesting pictorial observation of the Peruvian highlands where it was partially shot, the Sydney Boehm story serving an interesting crew of talents is a variant of the pursuit theme. Nicole Maurey is sought by Rumanian officials who want her back behind the Iron Curtain; when she makes off with Charlton, a local adventurer, they in turn are the prey of Thomas Mitchell, a Cuzco character, who wants in on Inca treasure, reputed to be cached in an ancient tomb.

The events compiled in the screenplay by Boehm and Ranald MacDonald, range from passionate encounters between Mlle. Maurey and Heston to the violent death of Mitchell near the climax of the film.

Grasping his long awaited opportunity, Heston swipes the Rumanian's light plane and with Nicole makes off to the site of the "Golden Sunburst," worth a million.

Operating smartly he makes his way there with the girl on foot and arrives to find Robert Young, an archaeologist digging for the tomb. This presents a complication and then the wily, conniving, scheming Mitchell shows up. He takes Heston's gun and a carved fragment of stone. Meanwhile Yma Sumac goes through her paces as a native girl and, better yet, as a top-notch singer.

Heston, whose character is rather nasty, pulls a fast one on Mitchell. He locates the sunburst. But Mitchell is also on hand with the pistol. Mitchell makes off afoot. The Peruvian natives give chase, along with Heston. An old man, Mitchell cannot get far. Heston catches up, takes the sunburst. Mitchell falls to his death. Heston returns the sunburst to its rightful owners and departs in complete harmony with Nicole.

CAST: Charlton Heston, Robert Young, Nicole Maurey, Yma Sumac, Thomas Mitchell, Glenda Farrell.

CREDITS: Producer, Mel Epstein; Director, Jerry Hopper; Screenplay, Sydney Boehm, Ranald MacDonald; Story, Sydney Boehm; Photography, Lionel Lindon.

DIRECTION: Effective.

PHOTOGRAPHY: Good.

THE GOLDEN COACH

(From The Film Daily, NY)

with Anna Magnani, Duncan Lamont, Paul Campbell, Jean Debucourt.

(Technicolor)

International Film Distributors 105 Mins.

LONG AWAITED, THIS IS A BRILLIANT PRESENTATION OF ANNA MAGNANI. HAS VIBRANT, INTENSE, DIVERTING QUALITIES. HANDLED WITH UNDERSTANDING APPLICATION.

This long-awaited English-speaking performance of Anna Magnani will not let her admirers down. It is keen artistry that Miss Magnani displays.

This, too, is a loving and artful task delivered by Director Jean Renoir against an exotic South American setting. It is an unusual story that backgrounds the detailed handling of the theatrical technique of traditional Commedia dell 'Arte. Here, then, is an expertly fashioned treatment that will find wide approval.

In his handling Renoir has astutely taken advantage of the potentialities and enhancement of Technicolor. The production was filmed in the Cinecitta studios in Rome. It is a polished, well set out delivery.

This is Miss Magnani's story and picture. She is again vibrant, fully convincing, richly intense. She handles English easily.

Scenario is a period piece. It is set in the early years of the 18th century, with the action taking place in a Spanish colony. The show folks have crossed the Atlantic and on their arrival find they have been deceived in their contract with a local impresario.

The troupe turns to. They rig up a primitive theatre, attract an audience, swing into life of the community. Miss Magnani attracts the attention of the bored viceroy and assumes ladylike behavior. The golden coach figures as a symbol of state and it is presented La Magnani to the consternation of the court.

Intrigue soon places the viceroy in an awkward spot. He is about to be deposed. But the bishop of the colony, played with fine dignity by Jean Debucourt, clears him. He goes back to his world, Miss Magnani returns to the theatre and its philosophy.

CAST: Anna Magnani, Odoardo Spadaro, Nada Fiorelli, Dante, Duncan Lamont, George Higgins, Ralph Truman.

CREDITS: Producer, Francesco Alliata; Director, Jean Renoir; Story and screenplay, Jean Renoir, Renzo Avanzo, Jack Kirkland, Guilio Macchi; Photography, Claude Renoir.

DIRECTION: Artful.

PHOTOGRAPHY: Very Good.

AA Buys 'Desperate Women'

Allied Artists has bought James D. Horan's Desperate Women.

from I.F.D.

TORONTO
MONTREAL
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CALGARY
VANCOUVER
SAINT JOHN

BEHOLD THE SPLENDOR AND FURY OF A CITY MAD WITH PLEASURES!
Scenes of gasping magnitude that you'll have to see to believe... as the glittering playground of pagan license erupts in the savage revolt of its slaves!
NOBODY EVER SAW SUCH THRILLS BEFORE!
SINS OF ROME
with
MASSIMO GIROTTI
LUDMILLA TCHERINA
YVES VINCENT
GIANNA MARIA CANALE
and Carlo Ninchi
Vittorio Sanipoli
Directed by RICCARDO FREDA • Music by RENZO ROSSELINI • Director of Photography GABOR POGANY • Produced by SPARTACUS CONSORTIUM

"THIEF OF VENICE" (Color)
Vaughan
CENTURY
"THE GLASS WEB"
"RETURN TO PARADISE" (Adult)
20th CENTURY THEATRES
M-G-M presents William Shakespeare's JULIUS CAESAR
KENT
JAMES STEWART "HARVEY"
CONFESSIONS OF A MODEL

International Film Distributors LIMITED

"Canada's Leading Independent Distributing Company"

BENEV FUND

(Continued from Page 1)

neers charter, the pamphlet, like Taylor's letter, suggests donations without delay to Oscar Hanson, Chairman of the Fund-Raising Committee, c/o Sterling Films Limited, Second Floor, King Edward Hotel, Toronto. There are no operating expenses deducted and contributions are deductible from taxable income. Clause 3 reads: "To aid those who were formerly in and part of the Motion Picture Industry without in any way expecting or requiring the persons in receipt of such assistance to purchase or pay for such assistance either by contributions, donations, assessments or otherwise."

The Canadian Picture Pioneers Benevolent Fund, established on February 12, 1943, was superseded by the Canadian Picture Pioneers Trust Fund on December 16, 1947 for legal purposes. However, it is generally referred to by its original title. The late Charles Mavety, one of the first trustees, passed on several years ago and was replaced by Clare Appel.

The pamphlet, offering examples of the Fund's work, gives these cases:

CASE 206—An aged colleague in a Home was helped to enjoy the sunset of his life a little more by getting $90 a year for three years to buy additional comforts.

CASE 175—Clothing, dentures, hospitalization and, inevitably, funeral expenses for an aged and indigent member of the industry came to $570.

CASE 96—Medical treatment, surgery and an artificial limb in another case lessened the Trust Fund by $243.

CASE 101—The widow of an industry member, faced with debts which mounted during her husband's extended illness and requiring support for herself and the children until she could become self-supporting, was given an amount which reached $2,160.

CASE 27—A brain tumor, expensive hospitalization and surgery, followed by preliminary expenses involved in entering a Government institution — this cost $401.15.

Funeral expenses, operations for aged persons without families, a hearing aid at $229.85 that helped make the recipient employable, $1,520 for a young lady seriously ill and with no source of income—these are typical.

In 'Lucy Gallant'

Claire Trevor has been signed as the fourth star of Paramount's forthcoming VistaVision production, Lucy Gallant, which also stars Jane Wyman, Charlton Heston and Thelma Ritter. Robert Parrish will direct.

MGM Lists 27 Features

(Continued from Page 1)

board Jungle, Digby and The Power and the Prize.

MGM's program includes such classics as Ben Hur, Sir Walter Scott's Quentin Durward, Green Mansions and In Missouri, based on Mark Twain's Huckleberry Finn.

First of the eight pictures is **Bad Day at Black Rock,** starring Spencer Tracy, Robert Ryan, Dean Jagger, Walter Brennan, which Schary will produce. The others are **The Prodigal,** in CinemaScope with Lana Turner and Edmund Purdom heading a cast of thousands; **Hit the Deck,** starring Jane Powell, Tony Martin, Walter Pidgeon, Vic Damone, Debbie Reynolds, Ann Miller and Russ Tamblyn, produced by Joe Pasternak, and directed by Roy Rowland; **Moonfleet,** starring Stewart Granger, Viveca Lindfors, George Sanders and Joan Greenwood; **Interrupted Melody,** starring Eleanor Parker and Glenn Ford.

It's Always Fair Weather, starring Gene Kelly, Dolores Gray, Michael Kidd, produced by Arthur Freed and directed by Gene Kelly and Stanley Donen; **Paris Story,** starring Anne Baxter and Steve Forrest, produced by Henry Berman and directed by Mitchell Leisen, and **Love Me Or Leave Me,** the story of Ruth Etting, starring Doris Day and James Cagney, produced by Joe Pasternak and directed by Charles Vidor.

Of the nine pictures started since April two are still shooting. They are **Jupiter's Darling,** starring Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, and **The Glass Slipper,** starring Leslie Caron, Michael Wilding and the Roland Petit Ballets de Paris.

Pictures slated to follow the eight and set for almost immediate start are **The Cobweb,** starring Robert Taylor and Grace Kelly; **My Most Intimate Friend,** starring Lana Turner and Ava Gardner; **The Scarlet Coat,** starring Cornel Wilde and Michael Wilding; **Blackboard Jungle,** produced by Pandro S. Berman, and directed by Richard Brooks; **Jeremy Rodock,** starring Spencer Tracy, produced by Sam Zimbalist; **The Long Day,** starring Grace Kelly; **Mail Order Bride,** starring Robert Taylor, produced by Arthur Loew, Jr.; **Diane,** produced by Edwin H. Knopf; **Highland Fling,** starring Spencer Tracy; produced by Lawrence Weingarten, based on the novel Digby, by David Walker, screen play by John Dighton; **The Tea House of the August Moon; St. Louis Woman,** based on the stage musical with music by Harold Arlen and lyrics by Johnny Mercer, produced by Arthur Freed; **Bhowani Junction; Green Mansions,** produced by Arthur Freed, and directed by Vincente Minnelli; **Robin Hood,** filmed for the first time as a musical, starring Jane Powell and Howard Keel, and produced by Jack Cummings, with music by Reginald De Koven; **Quentin Durward,** starring Robert Taylor; **The Female,** starring Ava Gardner; **The Marauders,** produced by Arthur Loew, Jr.; and **Forbidden Planet.**

The most important attraction on the year's schedule will be **Ben Hur,** set for Spring production. The most lavish and costly picture MGM has ever filmed, Sam Zimbalist will produce.

MGM Signs Cagney

James Cagney has been signed by MGM to star opposite Doris Day in Love Me or Leave Me, the story of Ruth Etting. Cagney will portray "The Gimp," one of the most important roles in the story. Joe Pasternak will produce the picture, with Charles Vidor directing.

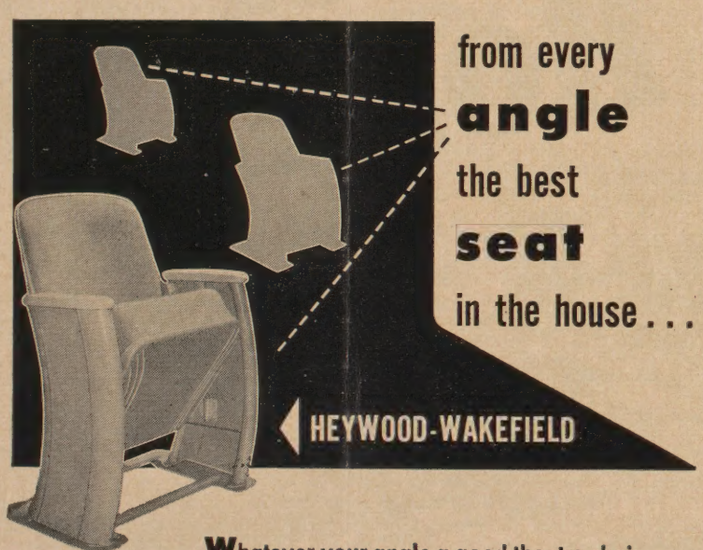
Same Taste Level For Press, Films

Movies are made for the people who read newspapers and for this reason they are newsworthy, says the 20th of the series of COMPO ads in the Editor & Publisher. COMPO stands for the Council of Motion Picture Organizations, an all-embracing USA motion picture industry body.

Suggesting to newspapermen that they attend the movies if they "want to know what the people are thinking about," the ad points out that "movies are really made for the millions, for the people who follow the comics, who read your woman's page, who devour your sports pages, the people to whom you appeal for circulation."

They are made, the ad continues, "for the millions who must count the cost of their recreation, who need hours of economical relaxation to refuel and freshen up for the time they spend on the assembly line, at the desk, behind the counter, in the kitchen. Yes, and among the movies' patrons is the business man who finds relief from the day's anxieties in the darkened movie theatre."

The ad, which is directed primarily to newspapermen, says: "Just about 75 per cent of your able-bodied readers go to the movies more than you do. They go a lot more. In fact, despite all competition, new and old, for the public's leisure hours, the local movie house still holds a solid, important place in your community's way of life."



Whatever your angle a good theatre chair should fit your curves. Heywood-Wakefield Chairs feature "contour forming"—your patrons sit *in* not *on* these richly-upholstered chairs. Ask us about the new "CONTOUR" Formed Rubber and "SIT-IN" Coil Spring Cushions. They're made for *real* comfort *during the entire* showing of the *longest* movie program.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

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Here's How M-G-M Launched A Great Attraction To A 26-Year New All-Time Record!

No.1 OF A SERIES TO BRING YOU UP TO DATE ON

FAMOUS ABDUCTIONS

DAVID'S "RAPE OF THE SABINE WOMEN"
Louvre Museum, Paris

Men have been abducting reluctant maidens since time began. Probably the most famous—and most wholesale—abduction happened when the ancient roamin' Romans kidnapped armloads of the Sabine women and carried 'em off, "sobbin' and throbbin'." Great paintings still tell the story.

Plutarch says the Sabine girls were soon happily knitting little togas and refused to be rescued. That's the theme of MGM's gay shot-gun wedding musical,

"SEVEN BRIDES FOR SEVEN BROTHERS"

But our girls are from Oregon and the boys are seven red-headed bachelor brothers. It's original and too funny for words (and it's in CinemaScope and Color).

You'll be carried away, too!

starring JANE POWELL • HOWARD KEEL • with Jeff Richards Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based On the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Above: Sample of the off-beat ads. Other big display ads in large campaign.

"BRIDES" CONTEST

The Houston Post ran a contest to select two local "Brides". Together with the five starlet "Brides" who actually appear in the picture, Houston had the full complement of "Seven Brides". Terrific attention-getters in press, on radio and TV.

"BABY STAR" CONTEST

Baby photos of M-G-M stars, including those in the picture, were used in a "Baby Star" contest that was one of the most widely publicized and successful contests in local annals.

RADIO AND TV

An attractive model dressed as a bride visited all radio and TV disc jockeys with the record-album of songs from the picture. Later the "Seven Brides" repeated the visits. Additionally they modeled costumes from the picture in Style Shows and were interviewed by 100 local teen-age girls in their modeling school. They got reams of space.

WEALTH OF STUNTS

Romance in a Haystack: With a local jeweler's cooperation, engagement and wedding rings were planted in a haystack located in a downtown parking lot, with local girls taking part in the search.

Snowballs in July: The "Brides" were greeted, upon arrival at the airport, by local critics and celebrities and a giant pile of real snow. A simulated snow-ball fight took place in 100-degree weather.

"Just Married" Parade: Open cars carried the "Brides" and local officials from the airport. Flying wedding ribbons and "Just Married" signs, with banners advertised the picture.

Opening Night Square-Dance: Probably the most colorful opening night idea in the city's show business history was the square-dance with hillbilly band in front of the theatre in conjunction with the Gala World Premiere.

PROMOTION EVERYWHERE

Thirty stores carried posters, counter cards and other materials in ticket-selling tie-ups. Complete coverage was obtained, especially in stores where records were sold, thereby stimulating attention for the records-album. A giant standee in lobby three weeks ahead, and an appealing trailer far in advance gave the show long-range attention.

PERSONALITIES

The arrival of Howard Keel, co-star of the picture, and Jack Cummings, producer, climaxed the big promotion campaign. An opening day extra was the personal appearance for three shows on the stage of the State Theatre of Keel, together with the 5 starlet "Brides" and a popular hillbilly band.

WORD-OF-MOUTH

Critics and disc jockeys saw the picture three weeks in advance. Then came a screening for record-album promotion, store personnel, TV and radio people and others. A sneak studio preview took place five days before the opening.

IT MAKES HISTORY

Local Texas showmen assert that the campaign for "S BRIDES" set a new high in modern motion pictu manship. Most of the activities, apart from perso ances, are easily adaptable to any situation.

THE FANS WANT ACTION!

"Exciting from start to finish!" —HARRISON'S REPORTS

"Good deal of action . . . holds interest!" —EXHIBITOR

"Will satisfy wherever action pictures or cowboy fare is favored. Thrilling Indian attacks!" —BOXOFFICE

"Good supply of rugged action! Suspenseful story . . . plenty of fast movement!" —VARIETY

"Lively western with taut action! Should bring in healthy returns!" —HOLLYWOOD REPORTER

"Should make a worthwhile showing. A grim and relentless game of pursuing and pursued." —SHOWMEN'S TRADE REVIEW

"Tense cavalry-Indian entry for the action market! Suspenseful story line assures general interest!" —DAILY VARIETY

GIVE 'EM

"The YELLOW TOMAHAWK"

Aubrey Schenck Presents

Starring

RORY CALHOUN · PEGGIE CASTLE

Featuring NOAH BEERY · WARNER ANDERSON · PETER GRAVES · LEE VAN CLEEF · RITA MORENO

A SCHENCK-KOCH Production · Produced by Howard W. KOCH · Directed by Lesley SELANDER

Screenplay by Richard Alan SIMMONS

COLOR BY COLOR CORP. OF AMERICA

35TH ANNIVERS 1919 UA